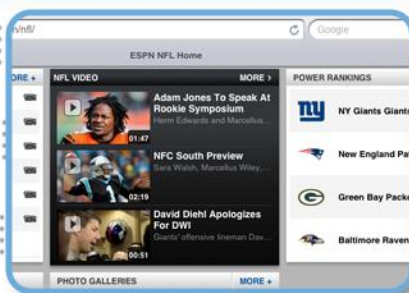
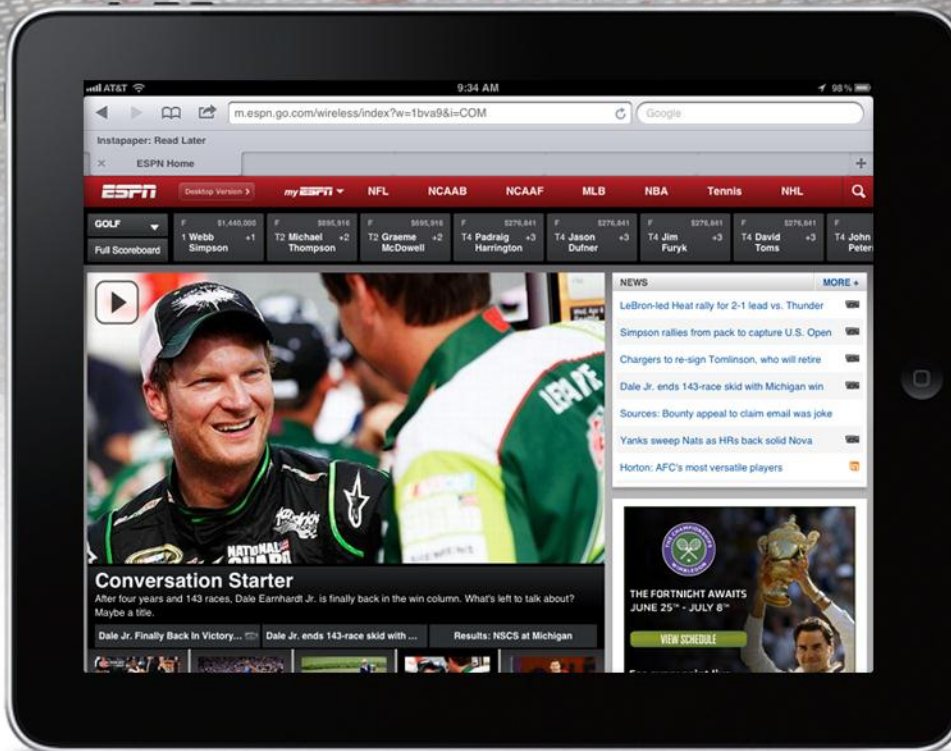


EXHIBIT C

**ESPN
MOBILE**

PTI

PERFORMANCE_TARGETING_INSIGHTS



SPRING 2012



Welcome to the Spring 2012 ESPN Mobile PTI Report

Information is the currency that drives more innovative ways to advertise your products and services. At ESPN, our leadership in the mobile space uniquely positions us to offer mobile solutions that deliver engaged, scalable audiences that transcend every screen. In this fourth installment of PTI, we will help you understand and navigate these different audiences and provide key insights related to:

- Second screen viewing and shopping
- Consumer category insights for Automotive Intenders, Insurance and QSRs
- A deep dive into ESPN's mobile audience with a focus on football fans
- WatchESPN, where live sports drives usage
- New ad innovation for the iPad

Thank you for your continued support and we look forward to working together in the future.

Lisa Valentino

-Lisa Valentino
Vice President, Digital & Mobile Sales Strategy

Marketplace Insights

Who is Using Smartphones?



107 million total users



42% of users are ages 18-34
63% of users are ages 25-54



52% of users are employed

Android v. iPhone



% Male

50%

53%

HHI \$75k +

34%

48%

College
Educated

52%

60%

Ethnicity*

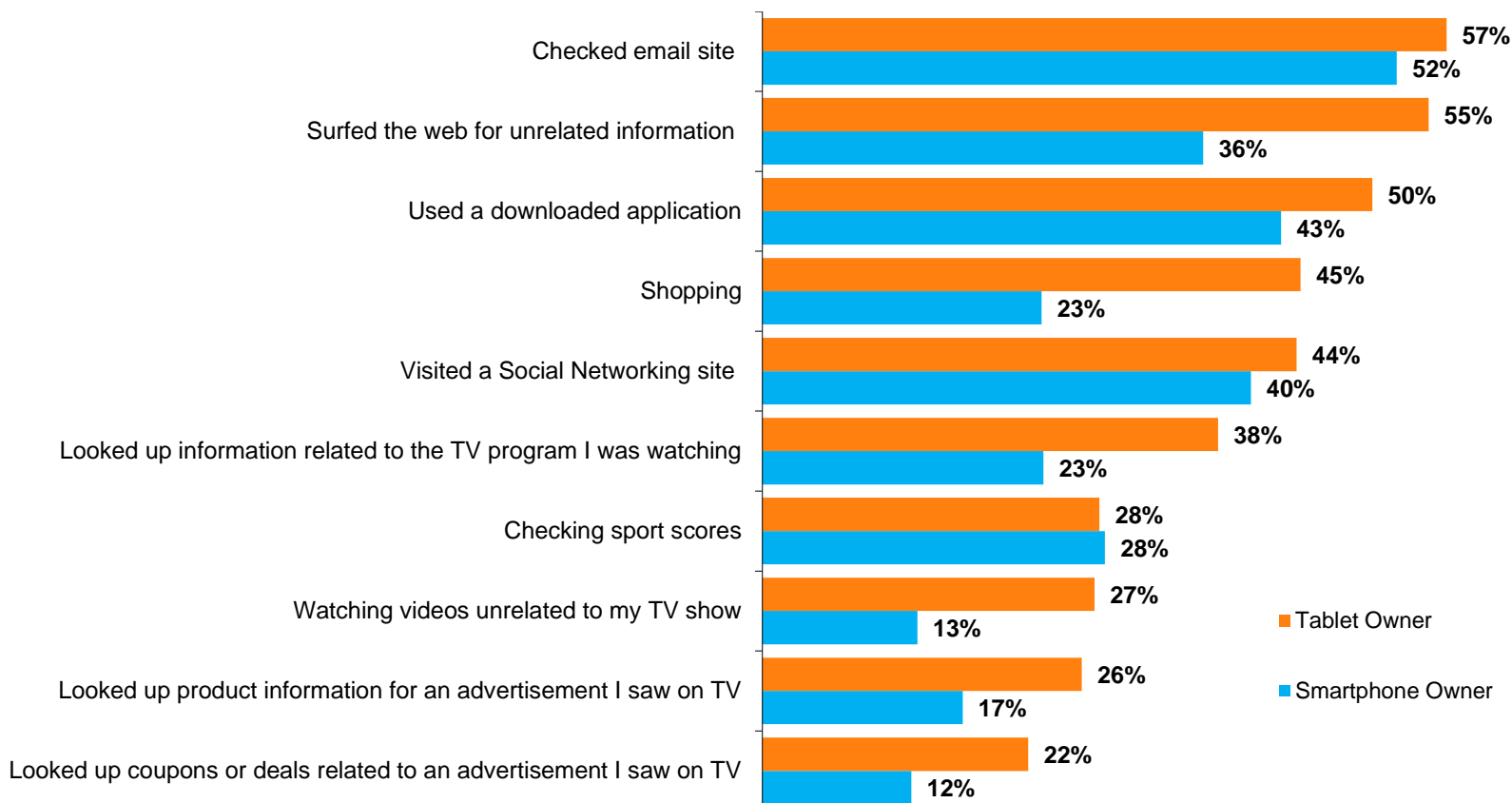
70% White
21% Hispanic
16% Black
5% Asian

76% White
19% Hispanic
7% Black
9% Asian



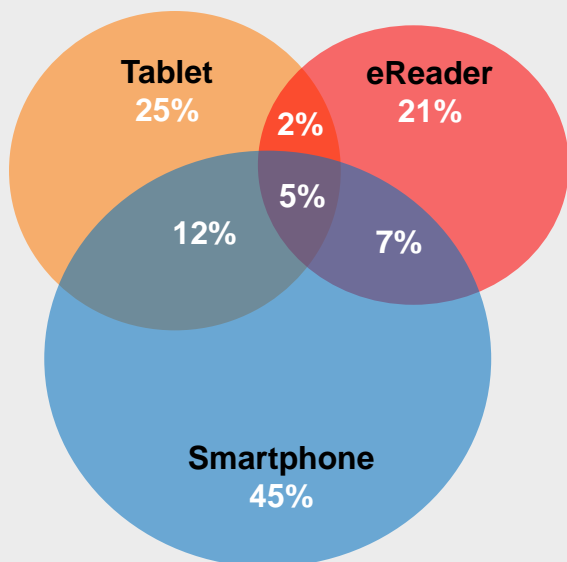
Second Screen Viewing: Smartphones & Tablets

- Tablet owners shop on their device 2x more frequently than smartphone owners

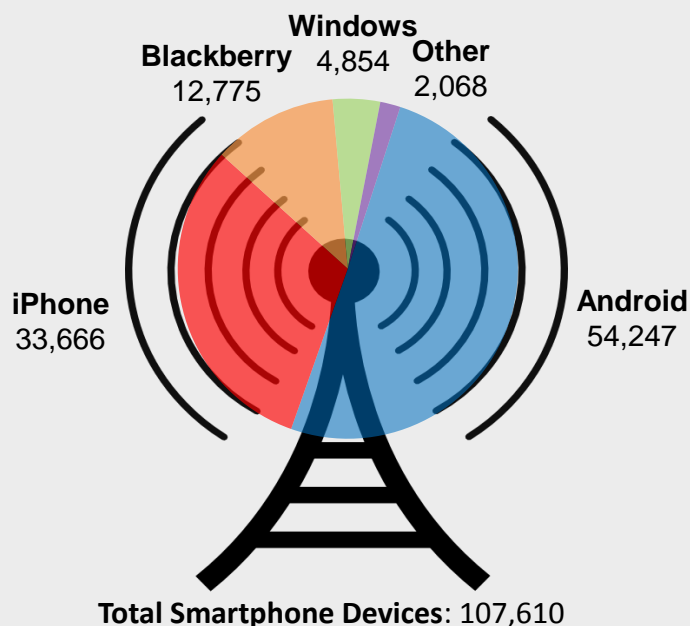


Devices

Household Cross-Device Ownership



Smartphone Breakout (000)



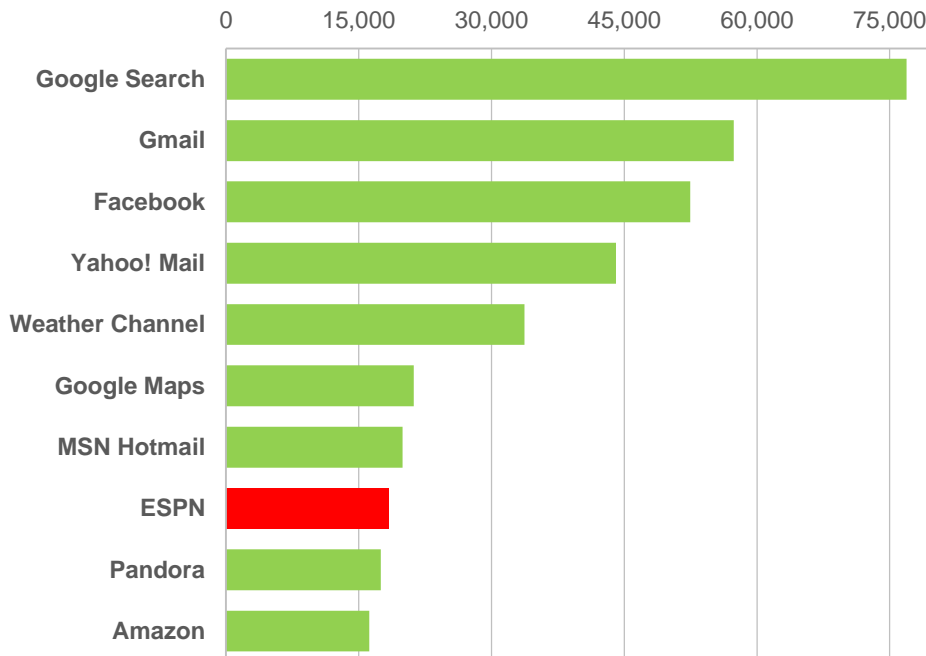
Total Smartphone Devices: 107,610

PERFORMANCE



ESPN is The No.1 Content Site

Unique Visitors (000)



Source: Nielsen, April 2012

ESPN Mobile Fans Are Highly Engaged:

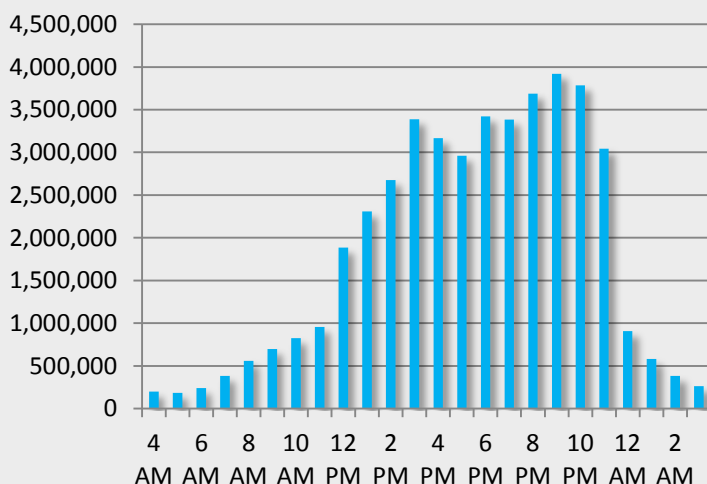
- ESPN Mobile Web averaged 5 million daily unique visitors
- 11.5 minutes, average time spent per visit on ESPN Mobile web
- Average minute audience to ESPN Mobile web and apps was 103K in April
- 47.5 million Mobile video starts
- ESPN Apps delivered 3.7 million average daily unique visitors
- Average time spent per visitors to ESPN apps was 7.9 minutes
- ESPN sent out more than 1.7 billion alerts in April

Source: Adobe SiteCatalyst, April 2012

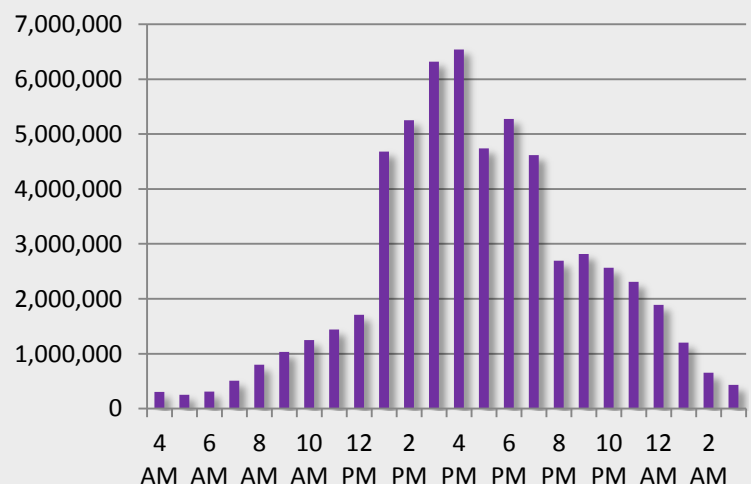
Live Games Matter on Mobile Devices

- Saturday evening usage spikes during live College Football games
- Live NFL games generate primetime mobile web usage on Sunday afternoons

Saturday Mobile Web Reach
Hourly Unique Visitors



Sunday Mobile Web Reach
Hourly Unique Visitors



Source: Adobe SiteCatalyst, October 2011



PERFORMANCE

ESPN Mobile Delivers Almost Half of the Total Minutes Spent in Digital Sports Category

Property	App or Web	Total Minutes (000)	Unique Visitors (000)
Sports	---	1,897,802	33,218
Total ESPN	Mobile web & App	931,890	16,502
MLB.com	Mobile Web	173,809	4,375
Yahoo! Sportacular	App	140,335	1,005
MLB.com At Bat	App	113,352	1,300
Yahoo! Sports Websites	Mobile Web	106,616	4,646
ScoreMobile	App	103,321	1,354

Nielsen's Mobile On-Device Metered Data:

- Metered data on smartphone usage and users
- Nielsen has recruited a panel of roughly 6,000 Americans 18+ to have their iPhones and Android phones metered
- Gives us the ability to understand how and when people are using their devices and ESPN products, along with giving us a look at demographics, reach and time spent in the competitive landscape

- ESPN Apps and Mobile Web sites combined earned 49% of all the time spent on all Sports Apps or Mobile Web Sport Sites

Comparing Web-to-Web and Apps-to-Apps:

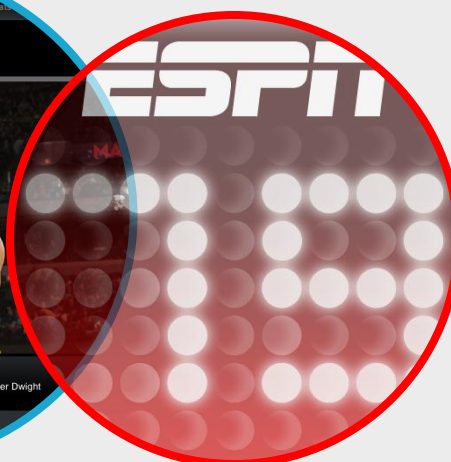
- ESPN Apps own a 47% share of time spent with Sports Apps
- ESPN Mobile Web sites have a 34% share of time spent with Mobile Web Sport Sites

ESPN Mobile Web and ScoreCenter Reach Different Audiences

ESPN Mobile Web
11,234,000



7,539,000
unduplicated



4,335,000
unduplicated

ESPN
ScoreCenter
8,030,000

TARGETING

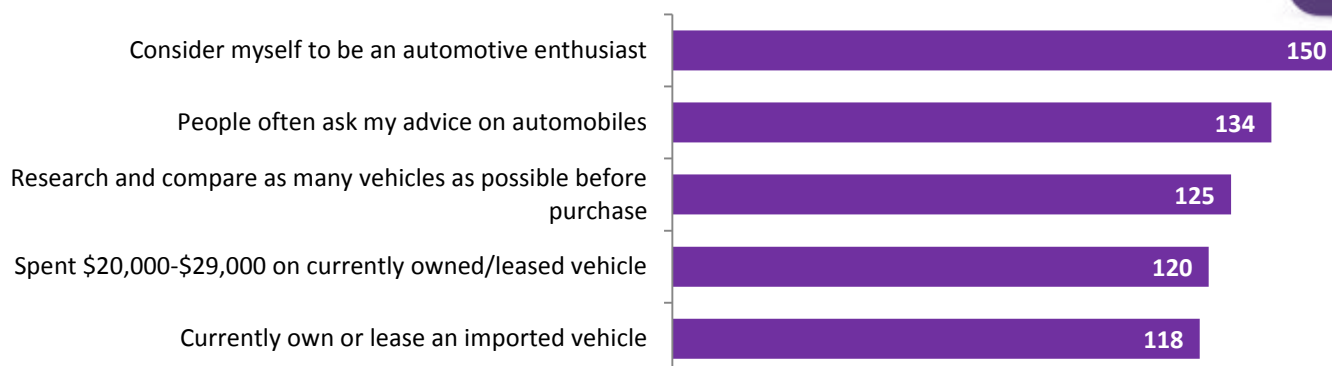


ESPN Mobile Consumer Category: Auto Intenders



Used ESPN Mobile Web or ESPN Apps Past Month

Index (vs. Adults)

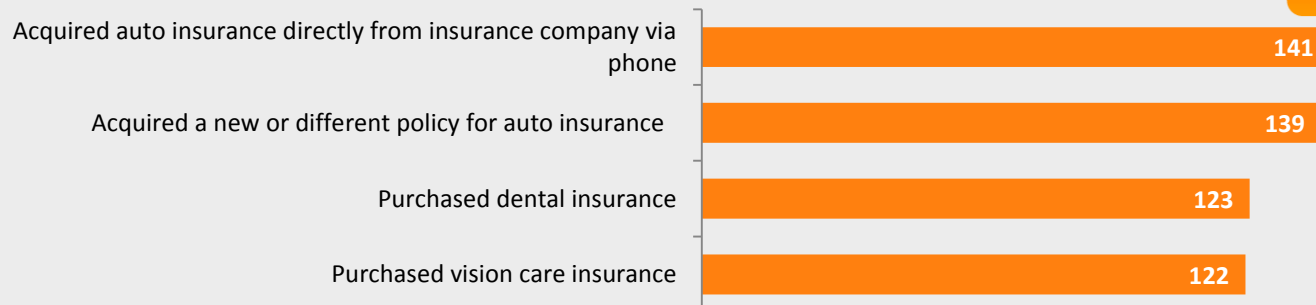


ESPN Mobile Consumer Category: Insurance



Used ESPN Mobile Web or ESPN Apps Past Month

Index (vs. Adults)

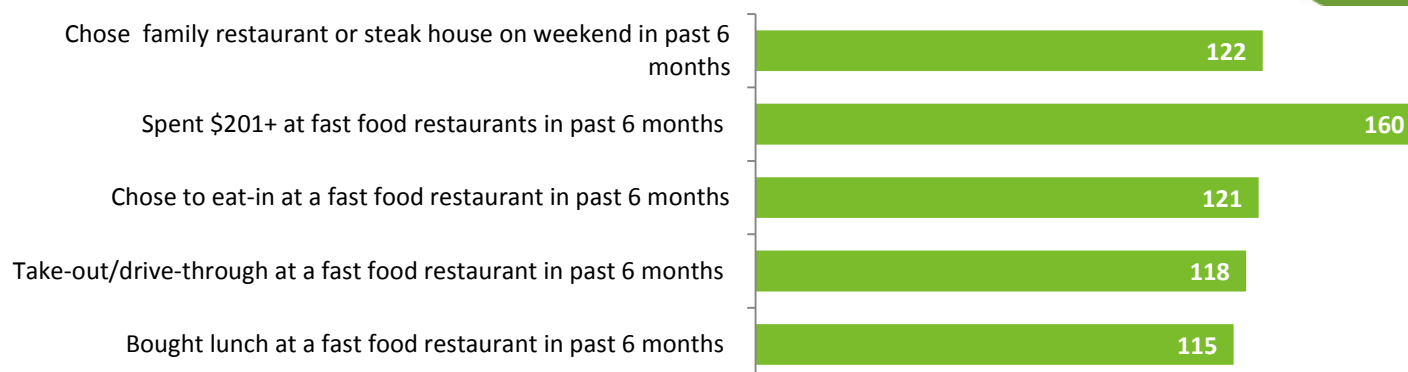


ESPN Mobile Consumer Category: QSR



Used ESPN Mobile Web or ESPN Apps Past Month

Index (vs. Adults)

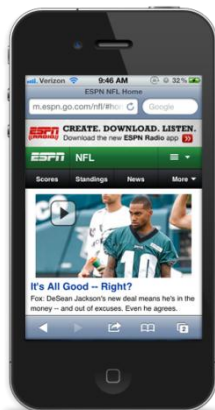




TARGETING

NFL

ESPN's Mobile NFL Section Delivers Nearly +135% More Unique Users Than NFL.com Mobile Site



11.6MM
ESPN
NFL
Section



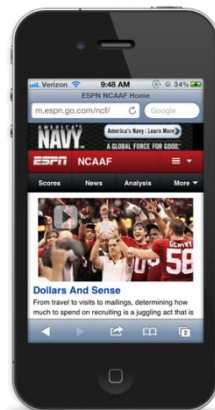
8.7MM
NFL.com
Mobile
Site

- Average minute audience for ESPN Mobile NFL section up +21% vs. 2010
- Average time spent with ESPN's Mobile NFL section is 5.5 minutes
- ESPN's Mobile NFL section averaged over 1.6MM daily unique users

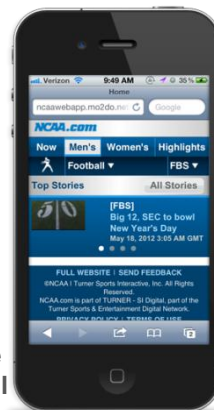
Source: Adobe SiteCatalyst, 9/12/10 - 1/2/11 & 9/11/11 - 1/1/12

College Football

ESPN's Mobile College Football Section Delivers More Unique Users Than All Major Competitive Sites



9.0MM
ESPN
College
Football
Section



2.8MM
NCAA.com
Mobile
Site

- Average minute audience for ESPN Mobile College Football section up +17% vs. 2010
- Saturday saw the highest average minute audience for ESPN Mobile College Football, reaching 46MM
- ESPN's Mobile College Football section had more unique users than Yahoo!.com mobile site (7.1MM) and FOX Sports Mobile Site (4.5MM)

Source: Adobe SiteCatalyst, Omniture, 9/4/10 - 12/11/10 & 9/3/11 - 12/10/11

ESPN Mobile Web Profiles

Breaking Down the Audience Profiles

ESPN NFL		
Scores Standings News More		
CATEGORY	TARGET	UNIQUE AUDIENCE COMPOSITION
GENDER	MALE	72.2%
MALE	18-34	39.4%
MALE	25-54	69.2%
HHI	\$75K+	47.9%
HHI	\$100K+	33.6%

ESPN NCAAF		
Scores News Analysis More		
CATEGORY	TARGET	UNIQUE AUDIENCE COMPOSITION
GENDER	MALE	73%
MALE	18-34	37.6%
MALE	25-54	64.6%
HHI	\$75K+	50.6%
HHI	\$100K+	34.4%

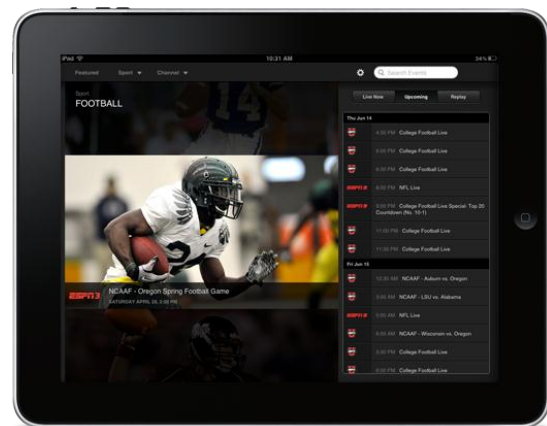
TARGETING



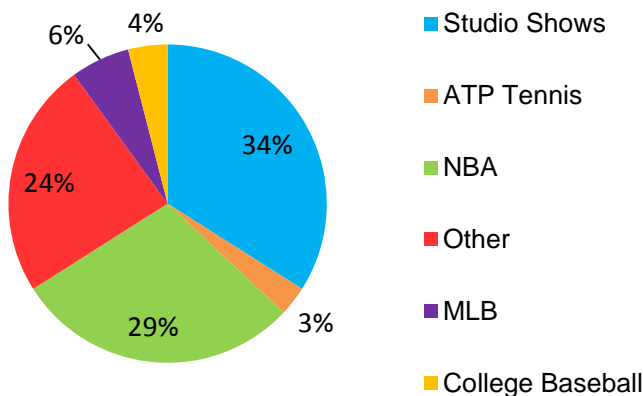
WatchESPN App

Record Breaking Use in May

- 339.6 million minutes across computers, smartphones, tablets, and XBOX
- Surpassed 8.9 million total downloads through May
- Comcast became the fourth authenticated affiliate to carry WatchESPN, increasing distribution to 40 million homes



% of Total Minutes by League on Smartphones & Tablets

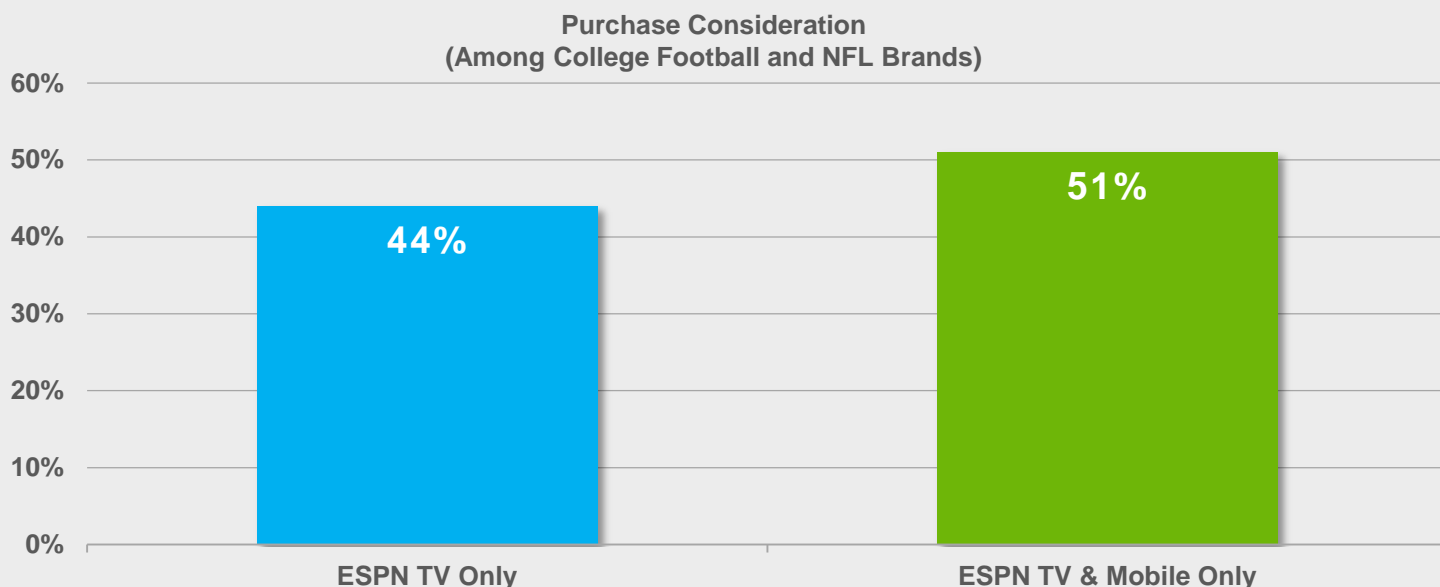


Football on WatchESPN

- Regular-season college football generated 6.1 million unique viewers and 11.6 million total hours on computers
- Non-BCS bowl games generated 103.2 million with total minutes per game up 36% on the year
- BCS and non-BCS bowl games generated 253.6 million minutes across all platforms, up 50% on the year

Source: Nielsen Mobile Oct 2011; Adobe SiteCatalyst, 9/12/10-1/2/11 & 9/11/11-1/1/12

Purchase Consideration Increases 16% When Mobile is Added to TV



ESPN's ScoreCenter: All-New iPad Interstitial



Introducing the new ScoreCenter for Tablets Interstitial—the biggest and most impactful ad treatment ever offered in ESPN's ScoreCenter for Tablets App

How it Works*

- Fixed position after the first swipe when viewing individual game details
- Rich media accepted on a case-by-case basis
- Sold as part of Mobile Live Sport Sponsorship
- Available in ScoreCenter for Tablets starting late August (iPad only); Other tablets coming soon

*Exact execution subject to change with final design